

HOW TO COMPOSE A COVER LETTER

A cover letter is your initial contact with an employer expressing your interest in a position. Coupled with your resume and sometimes an application, your cover letter can help set you apart from the competition by looking polished and professional with these helpful tips.

Charlie Cougar
3700 W. 103rd Street
Chicago, IL 60655
773-555-1234
cougar.c01@mymail.sxu.edu

Date

Name of Contact Person
His/Her Title
Organization Name
Street Address
City, State, Zip

Dear Contact Person (Mr./Ms. and last name):

(If a contact name is not listed, call the organization to ask for the appropriate contact. If you cannot locate a specific individual, then use the greeting "Dear Employer:", "Dear Hiring Manager:", "Dear Human Resource Director:", or "Dear Recruiter, not "Dear Madam or Sir:" or "To Whom It May Concern:")

OPENING PARAGRAPH

Use this paragraph to get the employer's attention. Show your initiative by stating what you have learned about the company that makes it attractive to you. Identify what position you are applying for and how you learned about it. If you have been referred to the position by someone in your network, include that information here. Your goal is to convince the employer that you are a strong candidate who is qualified for an interview.

BODY OF THE LETTER

This section of the letter is where you justify why you should be considered as a candidate. Do not simply duplicate the information that is posted on your resume; rather highlight or add pertinent details of interest to the employer. Review the requirements for the position, and then try to match them with concrete examples that prove you actually possess those skills.

CLOSING PARAGRAPH

The final paragraph is used to express your interest and an opportunity to discuss your qualifications for the position through an interview. Indicate a willingness to supply the employer with additional information. Also, indicate that you will take the next step, which may be a follow-up phone call (be sure to mark your calendar and then make the call). If you wish, state that you will call within two weeks to ensure that your materials were received or to talk about the position in greater detail. Remember to thank the employer for reviewing your application.

Sincerely,

Your typed name

Attachment (if you are including a resume or another document with your cover letter)

Job Title: Social Media/Graphics Assistant

Organization: XYZ Baseball Team

Location: Chicago

Industry: Communication; Social Media; Arts; Graphic Design

We are currently seeking a **Social Media/Graphics Assistant**. The ideal candidate will possess a strong attention to detail and basic graphic design skills.

Required Responsibilities:

Social Media

- Understand our products, markets, customers, technologies, and competitive advantages
- Coordinate and execute social media marketing according to conference schedules and company events
- Conduct marketing research as necessary for various marketing campaigns

Graphics Assistant

- Perform layout, formatting, and typesetting of books using Microsoft Word and Adobe InDesign
- Assist Publishing Department in creation/editing of publications in Adobe Illustrator
- Create visually appealing book covers
- Design and implement successful marketing materials such as advertisements and flyers
- Have basic knowledge of professional printing

Skills/Qualifications:

- Proficiency in Microsoft Office and Adobe Creative Suite is required
- Demonstrate experience in social media marketing
- Strong initiative and problem-solving skills
- Strong organizational abilities

Charlie Cougar
3700 W. 103rd Street
Chicago, IL 60655
(773) 555-1234
cougar.c01@mymail.sxu.edu

July 15, 20XX

XYZ Corporation
123 ABC Avenue
Chicago, IL 60655

Dear Human Resources Director:

It is with great enthusiasm that I submit my application for the Social Media/Graphic Assistant position recently posted on CougarJobs.com. I believe my diverse skills, solid work ethic, and genuine passion and knowledge of baseball will make me an asset to the XYZ Baseball Team.

As noted on my resume, I recently earned a Bachelor of Arts degree in Graphic Design, with a minor in Business, in May 20XX. As a Social Media Intern with ABC Corporation, I developed several social media campaigns used to promote the organization and increase sales. I also assisted with the market research efforts and overall marketing campaign. Through this experience, I was able to problem-solve real world situations, demonstrate strong initiative, and skillfully multitask and prioritize responsibilities. Additionally, as a student worker in the Art Department at Saint Xavier University, I assisted with various art projects and publications. In this role, I enhanced my knowledge of Adobe Illustrator through several hands-on projects, which included the creation of flyers, brochures, and logos.

As an avid follower of the XYZ Baseball Team, I have been thoroughly impressed with your various platforms of communication and social media outreach. I am confident that my keen attention to detail, solid organizational skills, and enhanced knowledge of technologies will make me a strong candidate for the Social Media/Graphic Assistant position.

I welcome the opportunity to further discuss my qualifications as they relate to the position. I will contact you in two weeks to make sure you have received my materials. Thank you for your time and consideration. I look forward to your response.

Sincerely,

Charlie Cougar

enclosure

**CONNECT
WITH US**



For more information or to schedule an appointment with Career Services, call (773) 298-3131, email careerservices@sxu.edu, or visit Career Services in the Warde Academic Center, Room L-208.